

## WHAT IS CLAIMED IS:

1. A form processing system for processing forms generated in conjunction with product sales, comprising:

a form printing means for printing a form using a form format suitable to a product purchased by a customer and specific form configuration data added to the form format;

a form reading means for reading a completed form having additional information relating to a product sale recorded on a form previously printed by the form printing means, and generating form image data; and

a form image storage means for storing form image data generated by the form reading means.

2. A form processing system according to claim 1, further comprising a receipt generating means for generating a receipt containing sales transaction information for a purchased product,

the receipt generating means generating an exchange receipt containing a partial image of the completed form in conjunction with the receipt.

3. A form processing system according to claim 2, wherein the receipt generating means cuts a specific area from the form image data generated by the form reading means to extract a part of the form image data, and generates the exchange receipt using exchange receipt printing data into which the extracted part of the form image data is pasted.

4. A form processing system according to claim 1, wherein the form configuration data includes customer information about a registered customer.

5. A form processing system according to claim 1, wherein the form configuration data includes product information about a product for sale.

6. A form processing system according to claim 5, wherein the product information includes product-specific information such as a product profile to be displayed on a form.

7. A form processing system according to claim 1, wherein the form configuration data includes measurement information useful for identifying information related to measurements taken when the purchased product is clothing.

8. A form processing system according to claim 1, wherein the form configuration data includes barcodes corresponding to data to be displayed on a form; and

the form reading means comprises a barcode reader for reading the barcodes.

9. A form processing system according to claim 8, wherein the barcodes include barcodes for product codes assigned to individual products, and barcodes for form numbers assigned to individual forms.

10. A form processing system according to claim 1, further comprising a common network that connects the form printing means, form reading means, and form image storage means, and a terminal connected to the network that can reference the form image data stored in the form image storage means.

11. A form processing system for processing forms generated in conjunction with product sales, comprising:

a form printing unit that prints a form using a form format suitable to a product purchased by a customer and specific form configuration data added to the form format;

a form reading unit that reads a completed form having additional information relating to a product sale recorded on a form previously printed by the form printing unit, and that generates form image data; and

a form image storage unit that stores form image data generated by the form reading unit.

12. A form processing system according to claim 11, further comprising a receipt generating unit that generates a receipt containing sales transaction information for a purchased product,

the receipt generating unit generating an exchange receipt containing a partial image of the completed form in conjunction with the receipt.

13. A form processing system according to claim 12, wherein the receipt generating unit cuts a specific area from the form image data generated by the form reading unit to extract a part of the form image data, and generates the exchange receipt using exchange receipt printing data into which the extracted part of the form image data is pasted.

14. A form processing system according to claim 11, wherein the form configuration data includes customer information about a registered customer.

15. A form processing system according to claim 11, wherein the form configuration data includes product information about a product for sale.

16. A form processing system according to claim 15, wherein the product information includes product-specific information such as a product profile to be displayed on a form.

17. A form processing system according to claim 11, wherein the form configuration data includes measurement information useful for identifying information related to measurements taken when the purchased product is clothing.

18. A form processing system according to claim 11, wherein the form configuration data includes barcodes corresponding to data to be displayed on a form; and

the form reading unit comprises a barcode reader that reads the barcodes.

19. A form processing system according to claim 18, wherein the barcodes include barcodes for product codes assigned to individual products, and barcodes for form numbers assigned to individual forms.

20. A form processing system according to claim 11, further comprising a common network that connects the form printing unit, form reading unit, and form image storage unit, and a terminal connected to the network that can reference the form image data stored in the form image storage unit.

21. A form processing method for processing forms generated in conjunction with product sales, comprising:

printing a form using a form format suitable to a product purchased by a customer and specific form configuration data added to the form format;

scanning a completed form having additional information relating to a product sale recorded on a form previously printed, and generating form image data; and

storing the form image data in a storage unit.

22. A form processing method for processing forms generated in conjunction with product sales, comprising:

printing a form using a form format suitable to a product purchased by a customer and specific form configuration data added to the form format;

scanning a completed form having additional information relating to a product sale recorded on a form previously printed, and generating form image data;

generating a receipt containing sales transaction information, and an exchange receipt containing an image of part of the completed form; and

storing the generated form image data in a storage unit.

23. A form processing method according to claim 12, wherein step of generating the receipt comprises:

cutting a specific area from the generated form image data and extracting partial image data; and

pasting the partial image data into exchange receipt printing data to generate an exchange receipt.